Amendments to the Specification:

Please replace paragraph beginning on page 1 line 14 with the following amended paragraph:

--(1) U.S. Provisional Patent Application No. 60/181,666 (Attorney Docket No. ~~2000~~21790-000700US), entitled "SYSTEM AND METHOD FOR FACILITATING ELECTRONIC COMMERCE ACTIVITIES" filed February 11, 2000; and--

Please replace paragraph beginning on page 1 line 17 with the following amended paragraph:

--(2) U.S. Patent Application No. 09/502,863 (Attorney Docket No. ~~2000~~21790-000800US), entitled "SYSTEM AND METHOD FOR FACILITATING ONLINE SHOPPING ACTIVITIES" filed February 11, 2000.--

Please replace paragraph beginning on page 1 line 20 with the following amended paragraph:

--The present application also incorporates herein by reference for all purposes the entire disclosure of U.S. Patent Application No. [[__/___,___]] 09/780,987 (Attorney Docket No. ~~2000~~21790-000720US), entitled "TECHNIQUES TO FACILITATE SHOPPING FOR PROJECTS" filed concurrently with this application.--

Please replace paragraph beginning on page 2 line 21 with the following amended paragraph:

--In an online environment, the success of an online vendor depends heavily on the vendor's ability to have access to and target potential customers to ~~provided~~ provide vendor-related information to the potential customers. Conventionally, in a web environment, vendors typically provide information to users via online product catalogs. In order to perform an online purchase, a consumer generally has to first access a particular vendor's web-site, browse one or more web pages displaying the vendor's online product/item catalog, select one or more items for purchase from the vendor's product catalog, and consummate the purchase of the selected items by authorizing payment, usually via a credit card. In this conventional online shopping model, the user generally has to know the URL address of the particular vendor's web page or

web site before the online transaction can be performed. Given the explosion in the number of vendor web pages and web sites, consumers typically remember URL addresses for a very small percentage of the available vendor web pages and tend to access only those small percentage of web pages. Consumers may thus miss out on deals or promotions offered by vendors not accessed by the consumer. The above model is also not very beneficial for vendors, especially vendors who are not well known in the user community or new vendors, whose web addresses may not be known by the consumers. Consequently, such vendors are not able to effectively provide vendor related information to the users.--

Please replace paragraph beginning on page 4 line 25 with the following amended paragraph:

--According to another conventional technique, text indexes are created in association with content published by web sites. These text indices provide a map to related products and electronic commerce sites. Hierarchical pop-up menus, frames, and new windows are then used to display the related web sites and products to the user. Examples of companies which provide these techniques include ~~Autonomy, Yellow Brix, Semio, and Flyswat~~ Autonomy™, Yellow Brix™, Semio™, and Flyswat™. However, systems using this technique cannot be easily configured by and for different vendors wishing to provide information to users.--

Please replace paragraph beginning on page 8 line 4 with the following amended paragraph:

-- Features of the present invention are embodied in the "Contextual e-Commerce"™ system services provided by ShopEaze Systems, Inc.--

Please replace paragraph beginning on page 11 line 31 with the following amended paragraph:

-- According to an embodiment of the present invention, the information to be provided to the user in response to an information request is selected from information provided/configured by one or more vendors. The selection of information may be controlled by rules/preferences configured by the vendors. SSPS 110 may provide various services which

allow vendors to specify the information to ~~the~~ be provided in response to information requests and to specify rules/preferences which control the conditions and manner in which the information will be provided. For example, SSPS 110 may provide various user interfaces and tools which allow vendors to provide vendor-configured information, specify rules/preferences to be used by SSPS 110, edit existing rules, delete existing rules, and the like. The rules and preference information may be stored by a memory subsystem of SSPS 110 or may be stored in a database coupled to SSPS 110. Alternatively, the information may be stored by other systems coupled to communication network 106 and may be accessed by SSPS 110 when required.--